

## Message Text

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12

ACTION EB-11

INFO OCT-01 ARA-16 ISO-00 COME-00 TRSE-00 OMB-01 L-03 PA-04

PRS-01 USIA-15 CIAE-00 INR-10 NSAE-00 RSC-01 DRC-01

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R 192049Z DEC 73

FM AMEMBASSY CARACAS

TO SECSTATE WASHDC 2177

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E.O. 11652: N/A

TAGS: ETEL, EGEN, VE

SUBJ: LOCAL TV MANUFACTURERS REQUESTING PERMISSION TO  
ASSEMBLE COLOR TV SETS

1. EMBASSY WAS INFORMED BY DAVID COLEMAN, VENEZUELA ELECTRONICS ASSOCIATION AND DIRECTOR OF GTE SYLVANIA, THAT LOCAL TV MANUFACTURERS RECENTLY REQUESTED MINISTRY OF COMMUNICATIONS TO ANNOUNCE OFFICIALLY COLOR TV SYSTEM TO BE USED OR ELIMINATE TRANSMISSION OF FURTHER COLOR TV BROADCASTS. MINISTRY REFUSED TO COMPLY WITH EITHER REQUEST.

2. AS CONSEQUENCE, LOCAL TV MANUFACTURERS ARE PLANNING TO REQUEST MINISTRY OF COMMUNICATIONS TO ALLOW EACH OF THE 16 COMPANIES TO IMPORT DUTY-FREE UP TO 500 COMPONENT SETS FOR TEST ASSEMBLY IN VENEZUELA.

3. ASSOCIATION PLANS TO POINT OUT THAT VENEZUELAN GOVERNMENT LAST YEAR PERMITTED TV BROADCASTS OF MORE THAN 3 HOURS WEEKLY IN COLOR; THAT LOCAL MANUFACTURERS HAVE LOST MARKET FOR ALL COLOR TV SETS WHICH HAVE ENTERED THE COUNTRY TO DATE; AND THAT IF THEY ARE NOT PERMITTED TO ASSEMBLE AND SELL COLOR SETS SOON, WITH LIMITED MARKET THEY WILL LOSE ANOTHER YEAR'S SALES.

4. IF GOVERNMENT GRANTS PERMISSION TO ASSEMBLE COLOR SETS IT IS  
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EXPECTED THAT ABOUT 10 OF THE 16 MANUFACTURERS WILL EXERCISE

RIGHTS TO IMPORT COLOR TV KITS. ALTHOUGH SETS WOULD BE ASSEMBLED ON A TEST BASIS, THESE SETS WOULD ULTIMATELY BE SOLD TO PUBLIC. ASSOCIATION CONTENDS THAT GOV HAS PERMITTED STUDIOS TO TEST COLOR TV AND SHOULD ALSO PROVIDE OPPORTUNITY FOR LOCAL MANUFACTURERS TO TEST ASSEMBLE.

5. ALTHOUGH NO SPECIFIC SYSTEM FOR FUTURE USE IS BEING MENTIONED, EVERYONE UNDERSTANDS IT WILL BE NTSC.

6. ASSOCIATION SPOKESMAN BELIEVES IF PRESENT ADMINISTRATION DOES NOT FORMALLY ANNOUNCE SPECIFIC COLOR SYSTEM BY JANUARY, DECISION WILL BE LEFT FOR NEXT ADMINISTRATION.

7. VENEZUELA APPEARS PRACTICALLY "LOCKED INTO" THE U.S. SYSTEM AND IT WOULD BE DIFFICULT OR IMPOSSIBLE FOR GOV TO OPT FOR PAL/M. FOLLOWING FACTS SUPPORT THIS ARGUMENT: (A) SINCE NEW TARIFF SYSTEM EFFECTING REMOVAL OF LICENSE REQUIREMENT NTSC SETS HAVE BEEN "FLOODING" COUNTRY. THERE ARE POSSIBLY 25,000 (ESTIMATED) NTSC COLOR SETS NOW IN VENEZUELA. (B) CHANNEL 8 WAS ONLY CHANNEL WHERE ENGINEER PREFERRED PAL/M OVER NTSC; HOWEVER, CAROL BURNETT SHOW HAS APPEARED REGULARLY IN COLOR OVER THIS CHANNEL. CHANNEL 8 HAS ALSO PRODUCED LIVE COLOR PROGRAMS RECENTLY IN STUDIO AND STREET IN CONNECTION WITH ELECTIONS. (C) CHANNEL 4 PURCHASED RECENTLY FROM RCA NTSC EQUIPMENT COSTING ABOUT ONE-HALF MILLION DOLLARS AND THIS CHANNEL IS EXPECTED TO SHOW MORE PROGRAMS IN COLOR AFTER NEW YEAR.

8. WITH OR WITHOUT FORMAL GOV ANNOUNCEMENT, EMBASSY FIRMLY CONVINCED WE WON LONG, HARD BATTLE OF COLOR TV IN VENEZUELA. MCCLINTOCK

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## Message Attributes

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**Disposition Approved on Date:**  
**Disposition Authority:** golinofr  
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**Disposition Comment:** 25 YEAR REVIEW  
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**Review Authority:** golinofr  
**Review Comment:** n/a  
**Review Content Flags:**  
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**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <30-Jan-2002 by martinjw>; APPROVED <14 FEB 2002 by golinofr>  
**Review Markings:**

Declassified/Released  
US Department of State  
EO Systematic Review  
30 JUN 2005

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
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**TAGS:** ETEL, EGEN, VE  
**To:** STATE  
**Type:** TE  
**Markings:** Declassified/Released US Department of State EO Systematic Review 30 JUN 2005